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Department of Agriculture



**C. E. WILSON NURSERIES**  
**JACKSONVILLE, TEXAS • PHONE 4117**





# THIS TRADEMARK HAS CUSTOMER CONFIDENCE BUILDS SALES FOR YOU!

The SEAL-KRAFT trademark used to identify nursery stock packaged by the patented SEAL-KRAFT process since its inception is familiar to millions of satisfied customers who know from experience that SEAL-KRAFT plants live, grow, and bloom.

For you, the dealer, SEAL-KRAFT stands for even more — it means the utmost in care and protection for the life of every trademarked plant from its inception in the nursery until final planting in the consumer's garden. *This adds up to sales and profits for you.*



## DELUXE SILVER SEAL

(Package Patent Pending)

- A premium package designed not only for sales appeal but for maximum plant protection.
- Plants extra heavy — only best 10% of crop used in this package.
- Most moisture-vapor proof aluminum foil laminated paper known is used to retain moisture around roots.
- Casing heat sealed for positive moisture-vapor control at all seams.
- Large 6 x 8 inch color variety illustration.
- Maximum sales appeal assured with heavy plant set off by striking lustre of the silver casing and 4 color variety picture.

## ALL NEW GOLD SEAL

(Package Patent Pending)

- An entirely new plant package designed by us for introduction fall 1948 — spring 1949.
- Only strong #1 plants used in this package.
- New type plastic film with extremely low moisture-vapor transmission used to retain moisture around roots.
- All seams heat sealed for positive moisture-vapor control.
- Package label kept in clean attractive condition at all times by extra protective covering of plastic film.
- Attractive color of package itself plus 4 color 6 x 3 inch illustration provides ample sales appeal.

## STANDARD RED SEAL

(Package Patent Pending)

- The original SEAL-KRAFT package that pioneered modern methods of merchandising plants in retail stores.
- Strong medium grade plants. No small light grade plants used in this package.
- Moisture around root retained by special grade of duplex paper with extra coating of asphalt to provide maximum waterproofness for this type of paper.
- Two ties securely hold wrapping around roots — prevent unwrapping while on display.
- Attractive 6 x 3 inch 4 color variety illustration.
- The best package of this type on the market regardless of price.

**ALL PACKAGES ARE CLEAN AND NEAT APPEARING. REQUIRE NO WATER**



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1948-49

• All SEAL-KRAFT plants are carefully pruned and tops tied for a clean, neat appearance.

• SEAL-KRAFT plants are scientifically grown in our own nurseries — only the Best of Plants are packaged.

• Tops of all plants are coated by the original SEAL-KRAFT patented process to prevent loss of moisture here.



• SEAL-KRAFT wax coating — the original wax coating for packaged plants — will not chip, peel, or crack off—stays on, provides lasting protection.

• Only plants protected by the patented SEAL-KRAFT process can be waxed at the neck to provide a complete seal against loss of moisture.

• Simple, easy to understand, planting instructions on every SEAL-KRAFT package.

• Beautiful four color illustrations with cultural information give SEAL-KRAFT packages irresistible sales appeal.

• All roots are carefully wrapped in moisture retaining packing material and protected by a moistureproof covering.



# HANDLING, STORAGE, & SHIPPING FACILITIES AT THEIR BEST

. . . A very important reason why SEAL-KRAFT processed plants mean bigger profits for you.



JACKSONVILLE, TEXAS

*Serving the South, Midwest and West*

Improper handling can kill the best plant in the world in a few minutes. To prevent this we have developed and built special handling equipment for many operations such as planting, cultivating, digging, bundling, transporting, storage and grading. All are important but perhaps the most important is our storage facilities. At the left is shown our new cold storage plant at Jacksonville, Texas, near our Texas Nurseries in the largest rose growing section in the country. This plant, designed by us, has storage capacity of over three quarters of a million plants. Modern air conditioning and refrigeration equipment keep both humidity and temperature accurately controlled to the exacting



MANCHESTER, CONNECTICUT

*Serving the Northeast*

storage conditions required for nursery stock. Our storage and handling facilities at Manchester are equally complete and adequate. Our processing equipment and facilities designed by us for our particular needs are unexcelled. Available floor space is well over an acre. Combined capacity is over 15,000 plants a day. Both storage and shipping centers are ideally situated to give preferred shipping service in their respective areas. With all these necessary facilities we can dig when plants are dormant and possess their maximum vitality; keep them at this peak condition in our storage plants; process and package them under ideal conditions at the most desirable time; and ship them to you in perfect condition when you want them.

## PLANNED SALES HELPS INCREASE PROFITS

Although all SEAL-KRAFT packaged plants are prepared for greatest sales appeal within themselves, additional help for sales promotion is available in the form of illustrative counter cards, large 3 color streamers, advertising mats, etc. Deluxe Silver Seal in all instances and Gold Seal when so specified are packed one dozen to a case with beautiful color display card suitable for display purposes as illustrated at the right.



# C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS • PHONE 4117



# C. E. WILSON NURSERIES

JACKSONVILLE, TEXAS

## PRICE AND VARIETY LIST

Fall 1948

SEAL-KRAFT Packaged

Spring 1949

### Rose Bushes, Shrubs, Vines, Hedging

#### ROSE BUSHES

Brand Symbol	Brand	Type of Package	No. Units to Carton	No. Plants to Unit	Approx. Unit Wt.	Unit Cost†
AAA	Deluxe Silver Seal	Aluminum Foil Casing	12	1	3	65c
A	Gold Seal	Plastic Film	12 & 24	1	1¾	50c
B	Red Seal	Moisture-proof Duplex C Crepe	24 & 36	1	1¾	35c
*RC3	Blue Seal-Bdl. of 3	" " "	18 & 24	3	2½	70c
*RD5	Special Bdl. of 5	" " "	18 & 24	5	3	90c

\* See special note on next page. † Prices are net F.O.B. Jacksonville, Texas. Freight and storage allowed on car-load orders. See last page for complete terms and conditions.

ALL PLANTS COMPLETELY PROTECTED BY SEAL-KRAFT PATENTED PROCESS.  
THE ORIGINAL WAX COATING PROCESS.

#### Variety List

Everblooming Bush Roses 70 to 90% of Total Sales

REDS—30-35% of Bush Rose Sales

Ami Quinard  
E. G. Hill  
Etoile de Hollande  
F. S. Key  
Grenoble  
Syracuse  
Red Radiance

YELLOWS—15-20% of Bush Rose Sales

Golden Charm  
Golden Dawn  
Golden Ophelia  
Lady Hillingdon  
Sunburst

MULTI-COLORED—15-20% of Bush Rose Sales

Condesa de Sastago  
Pres. Hoover  
Talisman

PINKS—15-20% of Bush Rose Sales

Betty Uprichard  
Briarcliff  
Edith Nellie Perkins  
Editor McFarland  
Pink Radiance

WHITES—8-12% of Bush Rose Sales

Frau Karl Druschki  
K. A. Viktoria  
Konigan Luise

BABY OR POLYANTHA—3-5% of Bush Rose Sales

Cecil Brunner-Pink Sweetheart  
Golden Salmon—Orange  
Ideal-Red  
Katharina Zeimet-White

Climbing Rose Bushes—10% to 20% of total sales

Cl. Amer. Beauty  
\*Cl. Pres. Hoover  
\*Cl. Talisman  
Crimson Rambler  
Dorothy Perkins

Bril. Carmine  
Multi-colored  
Multi-colored  
Scarlet  
Pink

Dr. Van Fleet  
Primrose  
Mary Wallace  
Paul's Scarlet  
Silver Moon

Pink  
Yellow  
Bright Pink  
Scarlet  
Silvery White

\*While Cl. Hoover and Cl. Talisman are very popular in the South, they are not hardy North of Washington, D. C.

IMPORTANT: When ordering, make quantities in multiples of 6.

See last page for important information on grades, shipping, terms, etc.

C. E. Wilson Nurseries



Jacksonville, Texas



**Our Completely Refrigerated and Air Conditioned Storage Facilities are Your Insurance Against Receiving Plants Damaged By Freeze, Excessive Exposure, Unseasonable Growth.**

## SPECIALS

### ROSE BUSHES SEAL-KRAFT PACKED IN BUNDLES

To meet a demand for a sales leader and to provide a means of meeting cut price competition encountered in some localities, we have prepared a series of rose bush assortments packaged in bundles. All plants used in our bundles are good live plants and with normal care will live, grow, and produce blooms the first year. Plants are light grade and of the same good varieties as used in our regular brands as given on preceding page. Each bundle is carefully packaged by our SEAL-KRAFT process and has a four-color illustration for sales appeal.

### BLUE SEAL RC3

Bundles for this series have three plants and are prepared as follows:

#### Bundle

A-3 Assorted Red Varieties  
B-3 " Pink "  
C-3 " Yellow "  
D-3 " White "

#### Bundle

E-3 Assorted Multi-colored Varieties  
F-3 " Climbing Varieties  
G- 1 Red Variety  
1 Pink Variety  
1 Yellow Variety

### SPECIAL RD5

All bundles for this unit consist of 5 plants, one red, one pink, one yellow, one white and one multi-colored variety. — i.e. one each of the five basic color groups of rose bushes.

**IMPORTANT:** Because rose bushes are a product of nature, it is difficult to determine in advance the quantity of plants available for this pack. Therefore, this item is offered for delivery only when the plants are available and is offered only in conjunction with other brands.

### SEAL-KRAFT ROSE GARDEN

Many garden enthusiasts buy roses in quantities of one dozen or more. To make it easy for the merchant to take care of these customers and to provide an item suitable for promotion of large individual sales, we have selected a rose garden of 12 of the best and most popular varieties. This rose garden is packed complete in one carton suitable for selling without opening. This unit is also convenient for those merchants who are not in a position to handle full case lots (12) and yet wish to have a good assortment. Following are the prices and list of varieties for these units.

#### Rose Garden Variety List

Ami Quinard, dark red  
Etoile de Hollande, bright red  
Red Radiance, red  
Syracuse, red  
Editor McFarland, deep pink  
Pink Radiance, bright pink

Betty Uprichard, orange pink  
Konigin Luise, white  
Golden Charm, bright yellow  
Lady Hillingdon, lemon yellow  
Pres. Hoover, multi-color  
Talisman, multi-color

#### Rose Garden Prices

Brand Symbol	Brand	Type of Package	No. of Plants	Approx. Weight	Cost
RAAA	Deluxe Silver Seal	Seal-Kraft	One Each	36	\$7.80
RA	Gold Seal	Seal-Kraft	of Above 12	21	6.00
RB	Red Seal	Seal-Kraft	Varieties	18	4.20

**C. E. Wilson Nurseries**



**Jacksonville, Texas**



. . . Only SEAL-KRAFT Processed Plants Are Completely Sealed . . .

## FLOWERING SHRUBS AND VINES

Brand Symbol	Brand	Package	Unit Cost	Approximate Unit Weight
A	Gold Seal	SEAL-KRAFT Wrap	40c	1½
B	Blue Seal	SEAL-KRAFT Wrap	25c	1¼

All plants completely protected by SEAL-KRAFT patented process.

### Flowering Shrubs

10% to 20% of Total Sales

Variety	Color of Flowers	Variety	Color of Flowers
Althea	Pink	Honeysuckle Bush	Red
Althea	Red	Honeysuckle Bush	White
Althea	Purple	Hydrangea	White
Althea	White	Japan Quince	Orange Red
Bush Cherry	White	Lilac	Purple
Butterfly Bush	Lilac	Snowberry	Red Berries
Crepe Myrtle	Red	Snowberry	White Berries
Deutzia	White	Spirea	Dwarf Red
Dogwood, Red Branched	White	Spirea, Bridal Wreath	White
Forsythia	Yellow	Syringa Mock Orange	White
Honeysuckle Bush	Pink	Weigelia Rosea	Pink

### Climbing and Flowering Vines

3% to 5% of Total Sales

VARIETY	COLOR OF FLOWER
Bittersweet	Orange Berries
*Boston Ivy	3 Leaf Ivy
Clematis Paniculata	White
Hall's Japan Honeysuckle	Yellow
Wisteria Purple	Purple
*Wisteria White	White

Varieties marked with an asterick (\*) available in limited quantities in Gold Seal Brand only.

### Hedging

3% to 5% of Total Sales

Amoor River Privet      California Privet

### SEAL-KRAFT Bundles of 12 Plants

Gold Seal Brand	65c per bundle	Weight 2 to 3 lbs.
Red Seal Brand	50c per bundle	Weight 1 to 2 lbs.

All Hedging Bundles are SEAL-KRAFT wrapped and completely protected  
by SEAL-KRAFT patented process.

IMPORTANT: When ordering, please make quantities in multiples of 6.

C. E. Wilson Nurseries



Jacksonville, Texas



## Only The Best Of Plants Scientifically Grown In Our Nurseries Are Used In SEAL-KRAFT Packages.

**VARIETIES:** There are approximately 5000 different varieties of roses known. It is, of course, impossible for us to list all varieties. Therefore, we grow and list only the most outstanding varieties chosen both for their superior characteristics as plants and for their proven ability as sales leaders.

**GRADES OF PLANTS:** We have always maintained our own standards of grading for our various brands of packaged plants. Because of numerous requests for comparison of our brands with AAN (American Association of Nurserymen) standards, the following is noted. There is no comparable grade for our Silver Seal. Only the heaviest and most select plants from the best 10% of our crop are used in this grade. Plants in our Gold Seal brand are never less than a No. 1; plants in our Red Seal brand are never less than a medium or 1½ grade, and often are heavy enough for No. 1. Plants in our RC3 bundles are light grade plants, roughly equal to a standard No. 2 grade or better, while plants in our RD5 are a mixture of light grade plants with branches too short for standard wrap, or with a heavy single cane, etc.

Besides a size gradation, which, of course, is important, all plants possess an invisible quality which is often far more important than physical size or shape and that is life or vitality. This is the quality (if you wish to call it that) without which no plant can grow. Our every effort is guided towards protection of this vitality. We believe SEAL-KRAFT processed plants possess as near 100% of their natural vitality as it is humanly possible to achieve. Proof of this is found in the fact that replacement of SEAL-KRAFT packaged plants is normally negligible.

**IMITATIONS:** Because serious misunderstandings and severe losses have been experienced by several firms (that we know of; many that we don't know probably) as a result of misinformation, the following statements are made. All packaged plants sold by C. E. Wilson Nurseries of Jacksonville, Texas, and Wilson's Nurseries of Manchester, Connecticut, are completely protected by the patented SEAL-KRAFT process—the original wax coating process—and bear the SEAL-KRAFT trade mark. Conversely SEAL-KRAFT packaged plants are grown, processed, and packaged only by C. E. Wilson Nurseries of Jacksonville, Texas, and Wilson Nurseries of Manchester, Connecticut. We have absolutely no connection with any other nurseries bearing the Wilson name or any other name.

**BULK OR BARE ROOT ROSE BUSHES:** In addition to our packaged plants we are in a position to supply rose bushes in bulk, bare root (not individually packaged). Our cold storage and shipping facilities are unexcelled and enable us to make shipment of good strong plants in the best of condition anytime from 1st of October to 1st of May. Write for our special price and variety list.

**SHIPPING SEASON:** Fall planting can be accomplished any time after October 1st and since fall is the best time of year for planting in the South, more and more consumers are purchasing their plants at this time. Stores are advised to take advantage of this trend and increase their plant sales by ordering shipments for October and November. Our shipping season starts October 1st and shipments can be made anytime thereafter. Also, because of our cold storage facilities, shipments can be extended through April thus increasing the length of the selling season.

**SHIPPING FACILITIES:** Our complete handling, storage and packaging facilities are unexcelled. Because our stock is in storage at all times we can ship freshly packaged stock on short notice, usually the same day order is received. Our location in Jacksonville, which is served by three railroads and four truck lines, enables us to select a routing that will insure fast delivery.

**TERMS:** Orders should be made out in multiples of 6 of a variety. Deluxe Silver Seal in all instances and Gold Seal Brand where so specified on orders will be packed 12 to a carton suitable for display use. Otherwise, orders will be shipped in convenient size cartons with quantities as indicated in price schedules. All prices quoted are wholesale prices, net 30 days from date of invoice and are F.O.B. Jacksonville, Texas. Prices are for immediate acceptance only. All stock is offered subject to being unsold on receipt of order and without liability to us should the stock be injured in frost, hail, fire or other cause beyond our control.

**FREIGHT AND STORAGE ALLOWANCE:** When quantities on an order make a full carload (approximately 10,000 units) stock will be shipped somewhat in advance and will be placed in cold storage for withdrawal when and as needed by customer, thus providing nursery fresh stock throughout entire selling season. In such instances FULL FREIGHT AND STORAGE CHARGES WILL BE ALLOWED. This same arrangement will be made whenever all orders from various firms in any locality combine to make a carload shipment possible. To effect this saving, all orders should be forwarded as far in advance as possible.

**C. E. Wilson Nurseries**



**Jacksonville, Texas**